

FIG. 1

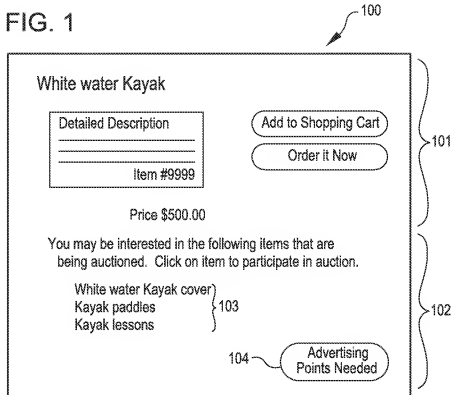


FIG. 2

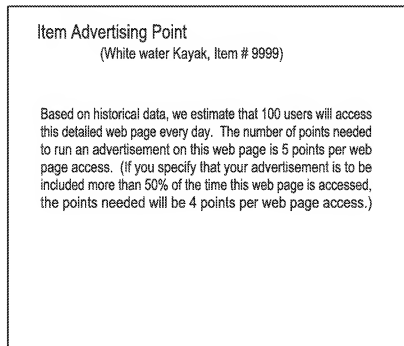


FIG. 3

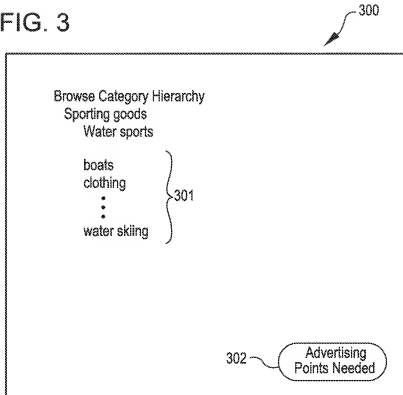


FIG. 4

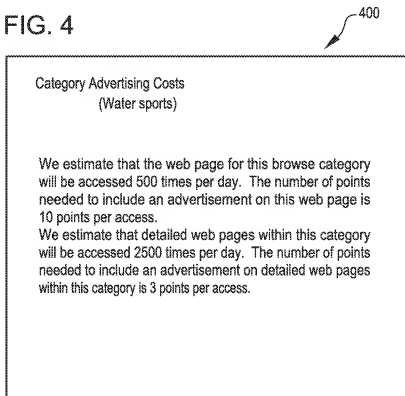


FIG. 5

500

**Advertise Your Auction**

Your Accumulated Ad Points: 50,000

Item Name: White water Kayak Cover 501

Advertise on Web Pages for

Item #  502

Category # watersports 503

Start Time:

End Time:  504

Advertise on the following percentage of web pages (1-100)  505

Bold ☐ 506

Special Effects ☐ 507

508

We estimate that the cost of placing this advertisement will be 2500 advertising points.

509

FIG. 6

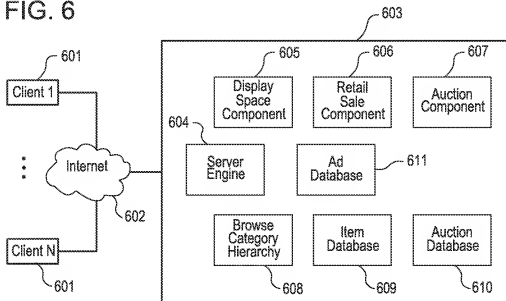


FIG. 6A

6A05

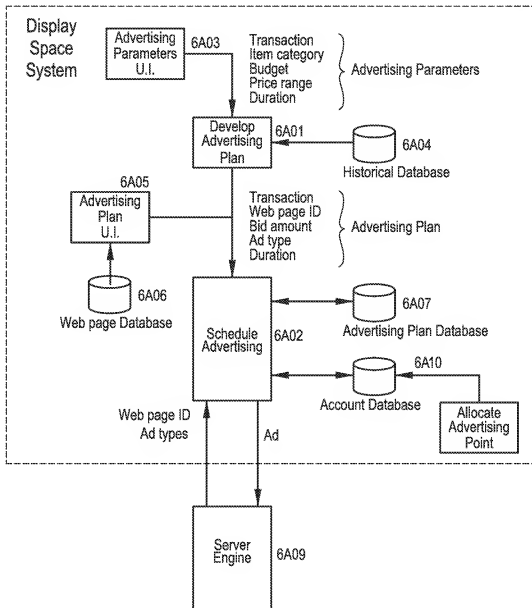
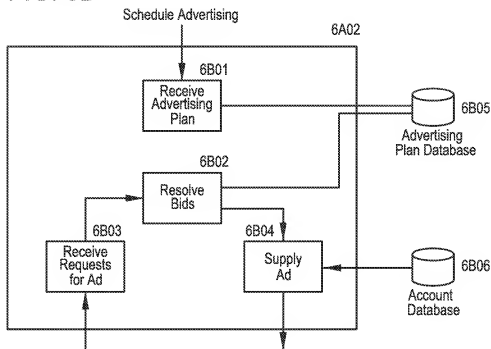


FIG. 6B



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FIG. 7

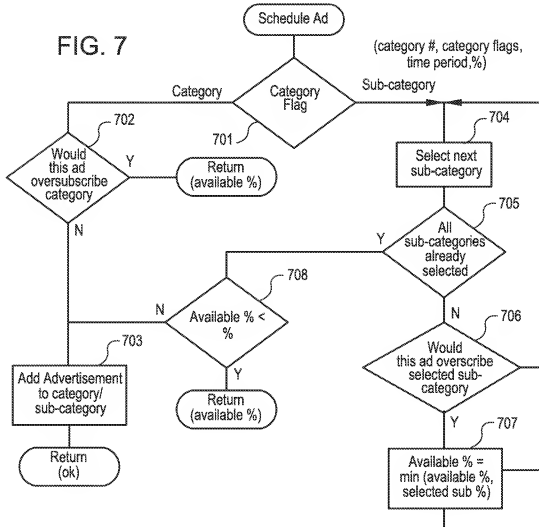


FIG. 8A

FIG. 8A is a form titled "Submit Advertising Plan" (800). The form contains several input fields and a submit button. The fields are labeled as follows:

- Advertise What: AV1234 (801)
- Advertise To Whom: Male with  $18 \leq \text{age} \leq 30$  (802)
- Advertise When: 6/17/99 between 5 a.m and 5 p.m. (803)
- Advertise Where: Detailed web pages on Water Sports (804)
- Enter % of web pages on which to advertise: 20 (805)
- Enter maximum number of accesses: 200 (806)
- Enter Bid Amount: 3.5 (807)
- Submit Ad Plan (808)

FIG. 8B

Ad Plan Table

Display Space Filter	Demographic Filter	Time Filter	Bidder ID	Ad ID	Percent	Max	Bid Amount	Ad History

FIG. 9

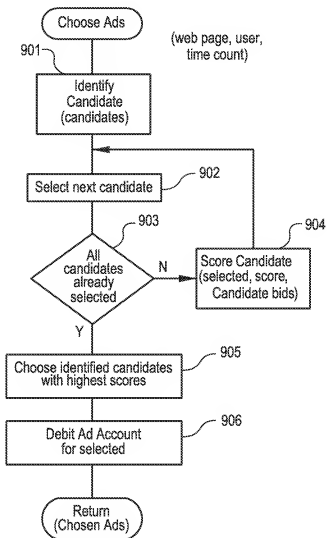


FIG. 10

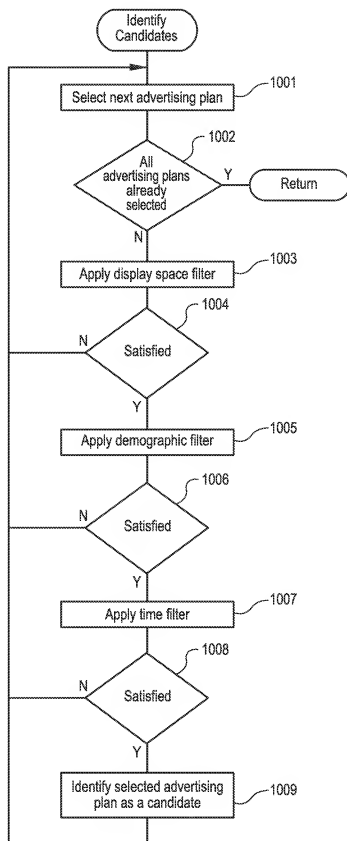




FIG. 11

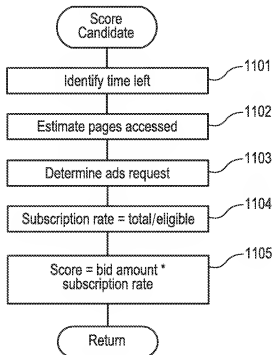


FIG. 12

Advertising Parameters

Enter ID of Transaction  1201

Enter Category  1202

Enter Budget  
(470 points in your account)  1203

Enter Price  1204

Enter Duration  1205

Develop Ad Plan

FIG. 13

Category Correlation Table

Category	Category	1	2	3	4	...
1						
2						
3						
⋮						

1301

Item Correlation Table

Category	Item	1	2	3	4	...
1						
2						
3						
⋮						

1302

FIG. 14

